

PLANNING FOR THE EIGHTH NATIONAL RECREATION SURVEY

Forest Service, NOAA, U. Georgia and U. Tenn.

# NSRE

NATIONAL SURVEY ON RECREATION AND THE ENVIRONMENT

**SINCE 1960** 

THE UNITED STATES' ON-GOING NATIONAL RECREATION SURVEY

## HISTORY AND CURRENT COVERAGE OF THE NATIONAL RECREATION SURVEY

- The first National Recreation Survey (The NRS Series)
  was in 1960 for the Outdoor Recreation Resources
  Review Commission
- Other NRSs in 1965, 1972, 1977, 1982, 1995 and 2000-03
- These surveys are the basis for National and Regional Demand Assessments
- Recently renamed the National Survey on Recreation and the Environment (NSRE)
- NSRE is Nation's oldest, on-going, long-term outdoor participation and environmental/public lands survey

# NSRE

- A sample of over 75,000+ households, from the Keys to the Artic Wildlife Refuge
- Includes non-institutionalized individuals 16 or older
- Is the Nation's on-going recreation survey, the 8th
- Interagency sponsorship—USFS, NOAA, ERS, EPA, NPS, BLM, .....?
- Others involved, NFs in the South, National Scenic Byways, Heritage, Wilderness, Numerous State Agencies, Bicycle Safety, Leave it Wild, NRCS, Montreal Process, Policy Analysis .....
- Expressing interest in next round...The State of the Nation's Ecosystems Report-Fleinz Center, Flooked, Some states, etc.

## THE SCIENCE OF NSRE

- Agency & university scientists in charge of design & analysis
- Follows National
   Association of Public
   Opinion Research
   Standards and
   Protocols
- Exhaustive pre-testing

- Research Lab and CATI System at University of Tenn.
- Weighted for response& non-response bias
- Weighted to Bureau of Census standards
- Data cleaned, SAS, SPSS

# MODULES OF QUESTIONS

- Participation in Recreational Activities
- Frequency of Participation in Days
- Favorite Activities and Constraints
- Nature-based Trip Taking and Tourism
- Opinions about Recreation Area Management
- Environmental Attitudes and Values
- Values and Objectives for Management of Public Lands
- Wilderness Values, Knowledge, Visitation, and Management
- Knowledge, Objectives, Satisfactions with Congressionally Designated Areas
- Ownership, Uses, Motivations and Plans for Private Land
- Wildland-Urban Interface Issues and Attitudes
- Lifestyles, Demographics and Disabilities



# LIFESTYLES--NEW

- Hobbies or other interests
- Chores or gardening at home
- Involvement with family
- Interest in sports
- Community or civic activities
- Vacationing and travel
- Self study and cultural events
- Exercise
- Keeping up with new technologies, internet, etc.
- Socializing and making friends
- Eating out or cooking in



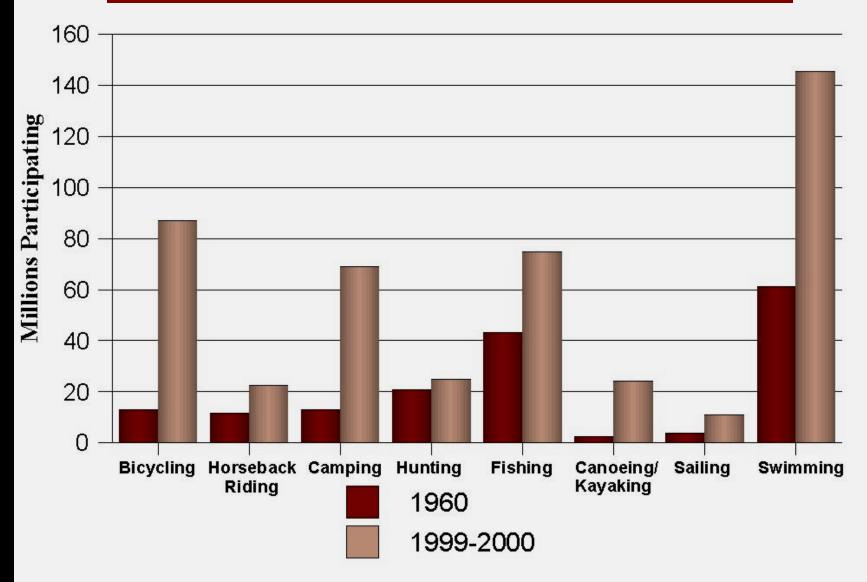
# DETAILED HOUSEHOLD AND INDIVIDUAL DATA

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(Employs Bureau of Census Protocols) Number of household members by age and sex Citizenship, where born and country of origin Race and ethnicity Occupation and employment status City, rural/urban, ZIP Code Childhood origin Income and education Disabilities

# DEMAND FOR OUTDOOR RECREATION AND PLACES TO RECREATE CONTINUE TO GROW and DIVERSIFY

### **LONG TERM TRENDS SINCE 1960**



### **FASTEST GROWING %**

Kayaking Snowboarding Jet skiing View or photograph fish **Enological Solution** lce Fishing Sledding View wildlife Backpacking Day hiking Bicycling Horseback riding

Canoeing

Mountain climbing Coldwater fishing Developed camping Drive off-road Rafting Walk for pleasure Surfing Visit nature centers Visit arch. sites View birds Family gathering

Percentage Change 1994-95 to Now

### SLOWEST GROWING %

Rock climbing
Primitive camping

Sailing

Visit historic sites

**Motorboating** 

**Downhill skiing** 

Snorkeling or scuba diving

Visit beach or waterside

**Anadromous fishing** 

Caving

Small game hunting

Migratory bird hunting

**Picnicking** 

Warmwater fishing

Saltwater fishing

**Swimming** 

# ACTIVITIES IN ORDER OF LEVEL OF GROWTH IN NUMBER PARTICIPATING

#### **GREATEST GROWTH**

### Walk for pleasure #1

Family gathering View wildlife

# Visit nature centers Bicycling

View/photograph fish Day hiking

Running or jogging

**Picnicking** 

Attend outdoor concerts, etc.

View birds

Developed camping

Swimming in natural

Attend outdoor sports events

Visit historic sites

### **MODERATE**

Sledding

Jet skiing

Visit arch. sites

Drive off-road

Coldwater fishing

Warmwater fishing

Soccer outdoors

Backpacking

Visit beach or

waterside

Horseback riding

Canoeing

Primitive camping

Motorboating

Snowboarding Whitewater Rafting

#### LEAST GROWTH

Snowmobiling Kayaking

lce skating outdoors Mountain climbing

Big game hunting

Saltwater fishing

Small game hunting

Rock climbing

Downhill skiing

Cross country skiing

Sailing

Snorkeling or scuba

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Rowing

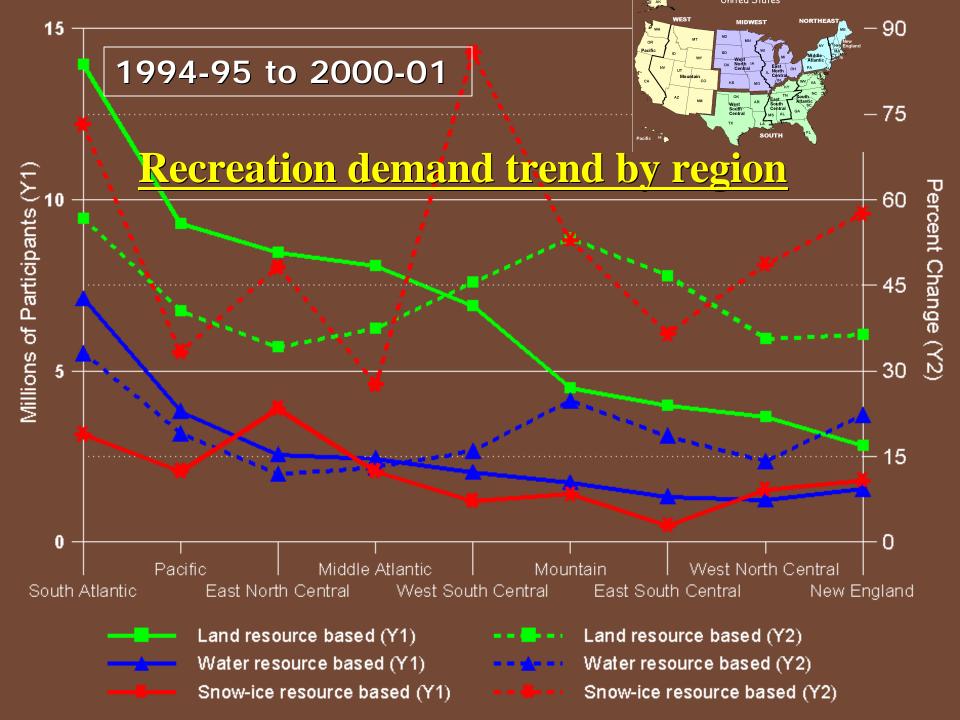
Migratory bird hunting

Surfing

Pool swimming

Anadromous fishing

Caving

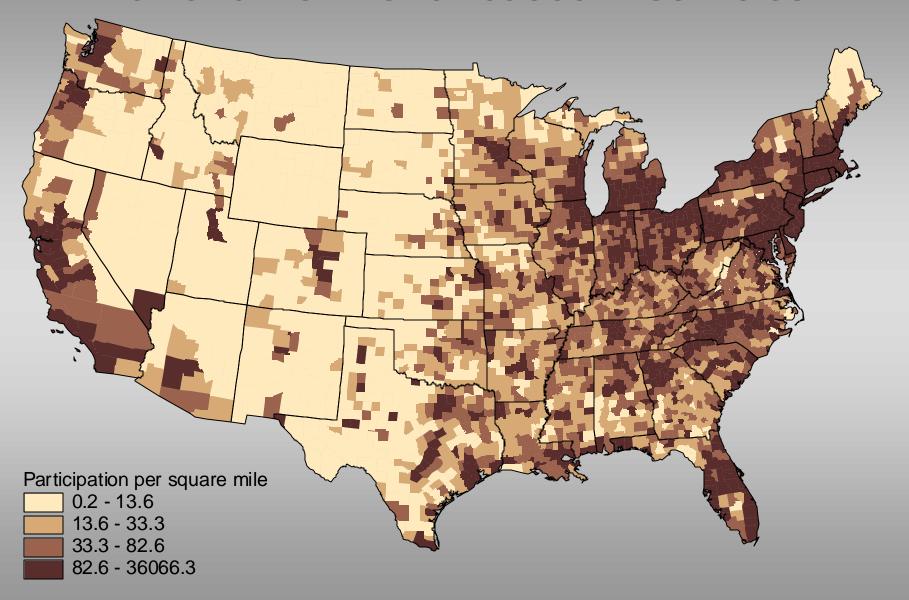


### Ten Most Popular Activities in 2000-01 and in 1994-95

Activities	Percent of Population 16+ Participating in 2000-01	Rank Order of Popularity 1994-95	Percent of Population in 1994-95
Walking for pleasure	83.1	1	66.7
Family gatherings	73.6	3	61.8
Visiting a beach	60.7	2	62.1
Visiting nature centers	57.4	8	46.5
Picnicking	54.7	5	49.1
Sightseeing	52.1	4	56.6
Attending outdoor sports events	49.9	7	47.5
Visiting historic sites	46.3	9	44.1
Viewing wildlife	44.7	**	31.2
Swimming in lakes, streams, etc.	42.1	10	39.0

<sup>\*\*</sup> Pool swimming was number 6 in 1994-95, but has since been replaced by viewing wildlife as one of the top 10 in 2000-01.

### **Demand for Land-based Activities**



Activity	Millions of participants 1994-95	Millions of participants 2000-01	Growth in Millions
Walk for pleasure	130.66	177.00	46.34
Family gathering	120.97	156.78	35.81
View wildlife	61.11	95.26	34.15
Visit nature centers	90.93	122.28	31.35
	56.10	84.60	28.50
View or photograph fish	26.82	53.06	26.24
Day hiking	46.68	70.62	23.94
Running or jogging	51.26	73.58	22.32
Picnicking	96.04	116.54	20.50
View birds	52.83	69.26	16.43
Developed camping	40.53	55.73	15.20
Swimming in natural waters	76.30	89.59	13.29
Visit historic sites	86.43	98.62	12.19
Sledding	19.99	31.22	11.23
Jet skiing	9.26	20.31	11.05

Activity	Millions of participants 1994-95	Millions of participants 2000-01	Growth in Millions
Visit historic sites	86.43	98.62	12.19
Sledding	19.99	31.22	11.23
Jet skiing	9.26	20.31	11.05
Visit arch. sites	34.09	44.84	10.75
Drive off-road	27.26	37.21	9.95
Coldwater fishing	20.27	28.81	8.54
Warmwater fishing	39,86	48.10	8.24
Backpacking	14.80	22.76	7.96
Visit beach or waterside	121.53	129.39	7.86
Horseback riding	13.94	20.95	7.01
Canoeing	13.76	20.63	6.87
Primitive camping	27.35	33.88	6.53
Motorboating	45.93	52.27	6.34
Snowboarding	4.43	10.53	6.10

Activity	Millions of participants 1994-95	Millions of participants 2000-01	Growth in Millions
Primitive camping	27.35	33.88	6.53
Motorboating	45,93	52.27	6.34
Snowboarding	4,43	10.53	6.10
Rafting	14.88	20.22	5.34
Snowmobiling	6.95	11.81	4.86
Kayaking	<b>2.58</b>	7.29	4.71
Ice skating outdoors	10.26	14.64	4.38
Mountain climbing	8.77	12.85	4.08
Saltwater fishing	18.54	22.08	3.54
Big game hunting	13.90	17.79	3.89
Small game hunting	12.69	15.51	2.82
Rock climbing	7.26	9.21	1.95
Downhill skiing	16.45	18.20	1.75
Cross country skiing	6.38	8.10	1.72

Activity	Millions of participants 1994-95	Millions of participants 2000-01	Growth in Millions
Sailing	9.34	10.80	1.46
Snorkeling or scuba diving	14.16	15.47	1.31
Migratory bird hunting	4.19	5.11	0.92
Surfing	2.55	3.45	0.90
Anadromous fishing	8.85	9.36	0.51
Caving	9.22	9.25	0.03

# SEGMENTING OUTDOOR MARKETS

#### PERCENT OF U.S. POPULATION

Inactives	24.1 %
Passives	14.5 %
Nature Loving Drivers	11.5 %
Nature and Family	14.2 %
Activity Samplers	13.0 %
Motor Consumptives	6.5 %
Skiers	8.4 %
Enthusiasts	7.8 %

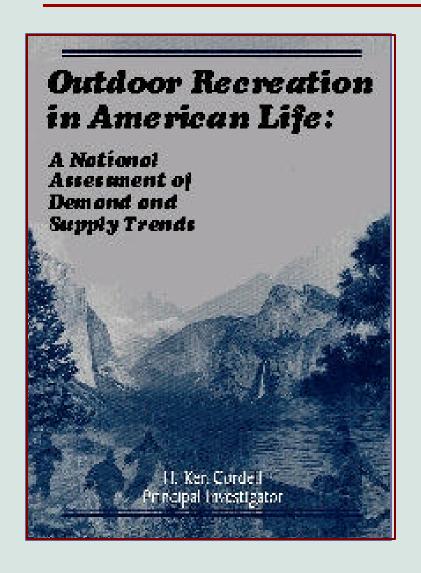
# **PASSIVES** (14.5%)

- •Most participate in relaxing activities; they do little else; "no" muscle powered activities
- •High RP female, high RP blacks and Asian/Pacific Islanders, proportionate across ages, slightly more urban, about even across regions
- •High on spending time with grandchildren, attending church, commuting to work and low on environmental activities and volunteering
- •High on managing NFs for grazing, raw materials for industry, more roads, and more recreation facilities and services

# ENTHUSIASTS (7.8 %)

- •Canoeing, scuba diving, windsurfing, X-country skiing, rowing, rafting, kayaking, backpacking, snowmobiling, and surfing and snorkeling make them stand out-RELATIVE TO ALL OTHERS
- •High RP male (63), mostly white (88), Mostly under 45, few foreign born, high RP rural, New England, Rockies
- •Very high on environmental activities, volunteering, nature magazines, classes, country clubs, cultural events, gardening, ...... And low on grandchildren and church
- •Somewhat high on habitat for wildlife and fish, protecting rare species, and educational opportunities and low on managing National Forests for roads, raw materials, grazing and recreation facilities

### Outdoor Recreation in American Life



The United States' only ongoing, comprehensive assessment of the trends, current situation, and likely future of outdoor recreation demand and supply.

## **Forthcoming Book:**

# Outdoor Recreation for 21st Century America

Current trends, Participation,
Demographic and regional differences,
Linkages with lifestyles, State/
regional/national estimates, Participant
profiles

Summer, 2002, Venture Publishing, PA

# Outdoor Recreation for 21<sup>st</sup> Century America--Contents

Foreword--Geoff Godbey Acknowledgements

#### Introduction

#### I. History

#### II. Trends

- .Long-term Trends-Last 40 Years (1960 to 2000-01)
- .Recent Trends-Last 20 Years (1982-83 to 2000-01)
- .Current Trends-Last Few Years (1994-95 to 2000-01)
- .Trends Before and After 9/11/2001

#### III. Participation in Activities

- •Participation in Land, Water and Snow/Ice Activities
- •Participation in Viewing/Learning/Gathering Activities
- Participation in Outdoor Sports

#### IV. Participation by Setting

- Forest recreation
- Farm recreation
- Marine recreation
- Freshwater recreation
- Urban outdoor recreation

#### V. Participation Comparisons

- Differences in Participation Among Population Groups
- Comparisons by Region and State
- Comparisons by Outdoor Personality
- The Enthusiasts

#### **General format for Chapters**

- Introduction
- Highlights (emphasizes graphics)
- Main sections (emphasizes tables)
- ·Literature Cited

### Access to NSRE 2000 Data

- •Portions of the data, up to June 2001, are being made available via a writing/data sharing agreement
- •Updated releases every 3 to 4 months
- •Does not include sponsored data modules (unless the sponsor is willing to release them)
- •The cost for filling data requests is \$0.04 per completed survey minute
- •A writing and data sharing agreement must be executed to stipulate credits and authorships for manuscripts and reports produced
- •Agreement information at www.srs.fs.fed.us/trends



# **NSRE 2005**

- Timeline—Spring 2004 to Spring 2006 (NOAA/OMB)
- Levels of involvement
  - Advisory, Partners,
     Sponsors, etc
  - Funding.--Target is 40-50K completed interviews
  - Adapted to meet individual needs – sampling, numbers

### WAYS TO BE INVOLVED

- Advisory.—No contributed funding, but contributing ideas and kept updated on progress and publications
- Partner.—General supporter by contributing funding for "core" at a level of around \$25K. Will receive all reports and sponsor-only monthly updates plus one or two tailored runs
- Sponsor.—Funding specific modules and core, \$25,000 plus direct cost of core. Module costs will equal rate per completed minute multiplied total minutes completed
- Special Study.—Sponsor a special study module of limited scope at cost
- Core = participation plus demographics

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